

US Army Accessions Support Brigade

"Connecting America's People with America's Army"



ARMY STRONG.[®]

Colonel Mark Rado



Accessions Support Brigade

Connecting America's People With America's Army



MISSION SUPPORT BATTALION

Fort Knox, Kentucky



ARMY MARKSMANSHIP UNIT

Fort Benning, Georgia



ARMY PARACHUTE TEAM

Fort Bragg, North Carolina



Mission

The Accessions Support Brigade supports USAREC, USACC, and USAR by maximizing leads and positive Army impressions to ensure the U.S. Army accomplishes its enlisted, warrant officer, and officer recruiting mission.

METL

- **Provide relevant and responsive support to USAAC, USAREC, USACC, and the Rest of the Army**
 - **Command and Control ASB Assets**
 - **Sustain the Force, materiel sustainment/upgrade and competitions**

Accessions Support Brigade



Connecting America's People to America's Army



ASB Organization

Brigade

2010 TDA	
OFF	13
W/O	6
ENL	183
CIV	87
Total	289

BDE HQs

2010 TDA	
OFF	3
W/O	0
ENL	4
CIV	17
Total	24
Cont	6

ASB

Fort Knox

**Mission Support
Battalion**

(19 Mobile / 4 Fixed Assets)
(1 Govt Owned, Contractor
Operated Facility)

Fort Knox

**US Army
Marksmanship Unit**

(6 Comp Teams /
Custom Firearms Shop)

Fort Benning

**US Army
Parachute Team**

(2 Demo / 2
Comp /
1 Tandem Teams)
(5 Fixed Wing
Aircraft)

Fort Bragg

Accessions Support Brigade

Mission Support Battalion

- Conducts mobile and fixed exhibits in support of Army Accessions
- Manufactures specialized marketing products



Army Parachute Team - Golden Knights

- Conducts demonstration and tandem jumps to promote the Army
- Competes in parachuting competition at national and international level
- Conducts military free fall training, parachuting research, and development



Army Marksmanship Unit

- Conducts demonstrations, exhibitions, and competitions to promote the Army
- Provides advanced marksmanship shooting instruction to the force
- Conducts equipment research and development
- Competes in marksmanship competitions at the national and international level to include the Olympics





Drill Sergeant Exhibitor Program



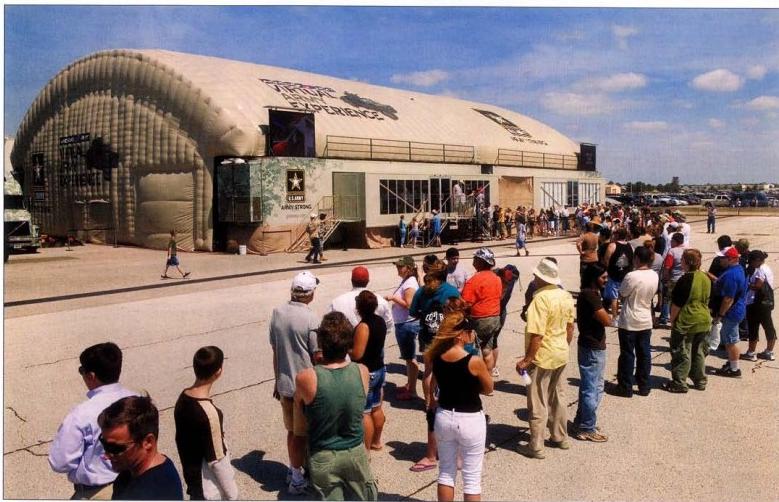
- **Active Basic Training Drill Sergeants selected for six month tour of duty. TDY paid by USAAC. Soldiers travel from home station to events.**
- Specifically selected as positive role models and are prepared to:
 - Tell their Army Story, relate Army Values to today's youth, and discuss how the values apply to everyday life and a successful career.
 - Stress the benefits of education and discuss the importance of setting and reaching goals.
 - Conduct physical education classes where students can experience Army physical training.
 - Give a personal "hands on" glimpse of Basic Training. Discuss benefits of military service.
 - Provide team building activities; including challenge events, designed to motivate, illustrate the importance of team work and enhance self esteem.
 - Engage students on the topic of leadership.
 - Participate in media events; interact with event sponsors.
 - Available for and have supported conventions and events such as Planning for Life, Future Farmers of America, Skills USA, All American Bowl, ROTC and JROTC events, NASCAR, NHRA, air and auto shows, and have conducted various high school events to include classroom presentations, physical training, pop rallies

- Testimonials:

- "Educators valued the attendance of DS (name removed), and had the opportunity to meet a real Drill Sergeant. 12 faculty requested we come back for the next teacher-inservice to give a class on M2S. Principal was THRILLED and appreciative for our attendance and everyone shared great fellowship over subs, fried chicken and DS (name removed)!" - BN ESS; Marcos De Niza HS, Tempe, AZ
- "DS (name removed) adapted his presentation for the various ages in the audience and used a disruptive student to illustrate the importance of respect. The teacher was impressed." Recruiter, Milwaukee Rctg Bn
- "DS (name removed) did a great job. He is welcome in my AO at anytime . . . He was the highlight of my Future Soldier function!" Company Cdr, Nashville Rctg Bn
- "Even students against the military loved the presentation and put on surveys that they were impressed by the information DS (name removed) gave them."



The Virtual Army Experience



“It gives you an idea of what is going on over there. You get an understanding of what our soldiers are going through.”
- Muskogee Phoenix, October 29, 2007

“Kind of makes me want to join the Army. I kinda' liked it. It makes me think of how people over in Iraq live their lives.”
- WTVY News 4 (CBS), March 23, 2007

Marketing Assets

Accessions Support Brigade

G-7

Momentum

MSBn	AMU	APT	SIA Alpha	SIA Bravo	SIA Charlie	SIA Delta	
IS x 4	Service Rifle	Demo Team x 2	Robotics	Robotics	Robotics	Robotics	AAB
AS x 5	International Rifle	Tandem Team x 1	Physical Fitness	Physical Fitness	Physical Fitness	Physical Fitness	
AMT x 2	Service Pistol	Comp Team x 2	Guitar Hero	Guitar Hero	Guitar Hero	Guitar Hero	
MEV x 6	International Pistol		Aviation	Aviation	Aviation	Aviation	Showcars
NHRA x 2 personnel	Shotgun		Rockwall	Rockwall	Rockwall	Defender	NASCAR
NSC x 2	Action Shooting	HQ Accessions Distribution Center	Leadership	Leadership	Leadership	Leadership	Showcar
NCD Systems x 8	Olympians	Managed Unit Program Account	Defender	Defender	Defender	TOWS-ITAS	NHRA Dragster
NCD Exhibitors x 5		Drill Sergeant Mobile Exhibitor Program	Javelin Sim	Javelin Sim	Javelin Sim	Dog Tags	
OCC Chopper x 1			Dog Tags	TOWS-ITAS Sim	Dog Tags		
				Dog Tags			
			Weber	Casanova	Pendrill	HCM	Carol H. Williams
			Shandwick				HBCU Classics
							BHM Exhibit
			Planning for Life				

The Virtual Army Experience

VAE Alpha	VAE Bravo	VAE Charlie	VAE Delta
4 GMV HMMWVs	2 HMMWVs	2 HMMWVs	1 GMV HMMWVs
2 CROWS HMMWVs	1 UH-60 Blackhawk	1 UH-60 Blackhawk	AA Game LAN & X-Box 360
2 UH-60 Blackhawks	AA Game LAN & X-Box 360	AA Game LAN & X-Box 360	AA Arcade Game
AA Game LAN & X-Box 360	VAE Apache	Challeng e Tour	Branded
VAE Echo	AH-64D Apache Longbow with Pilot and Gunner Positions	AA Game LAN & X-Box 360	H2 VAE Foxtrot
2 HMMWVs with 3 CROWS & 1 TOW-	Packbot EOD Robot	Packbot EOD Robot	2 HMMWVs with 3 CROWS & 1 TOW-ITAS
	Branded	Branded	

USAREC

H3 x 96

RCW x 97

SORB

PaYS

CW Singer - SFC

Buckley

OCPA / ABG

MDW Assets

Army Field Band

Jazz Ambassadors

TRADOC Band

WCAP

82nd Chorus

Army Avn Demo Teams

Soldier Show

Culinary Arts Team

Installation Vans

AR Bands..

Other Army Units/Asse

Army Senior Leadership

McCann / Erickson

SF Team ICW SOF Semi

Future Soldiers

ROTC ROOs/Cadets

USMA Sports/Cadets

USAREC HRAP/SRAP

Agency Sports Figures

TAIR - AR/ARNG

AMEDD SME

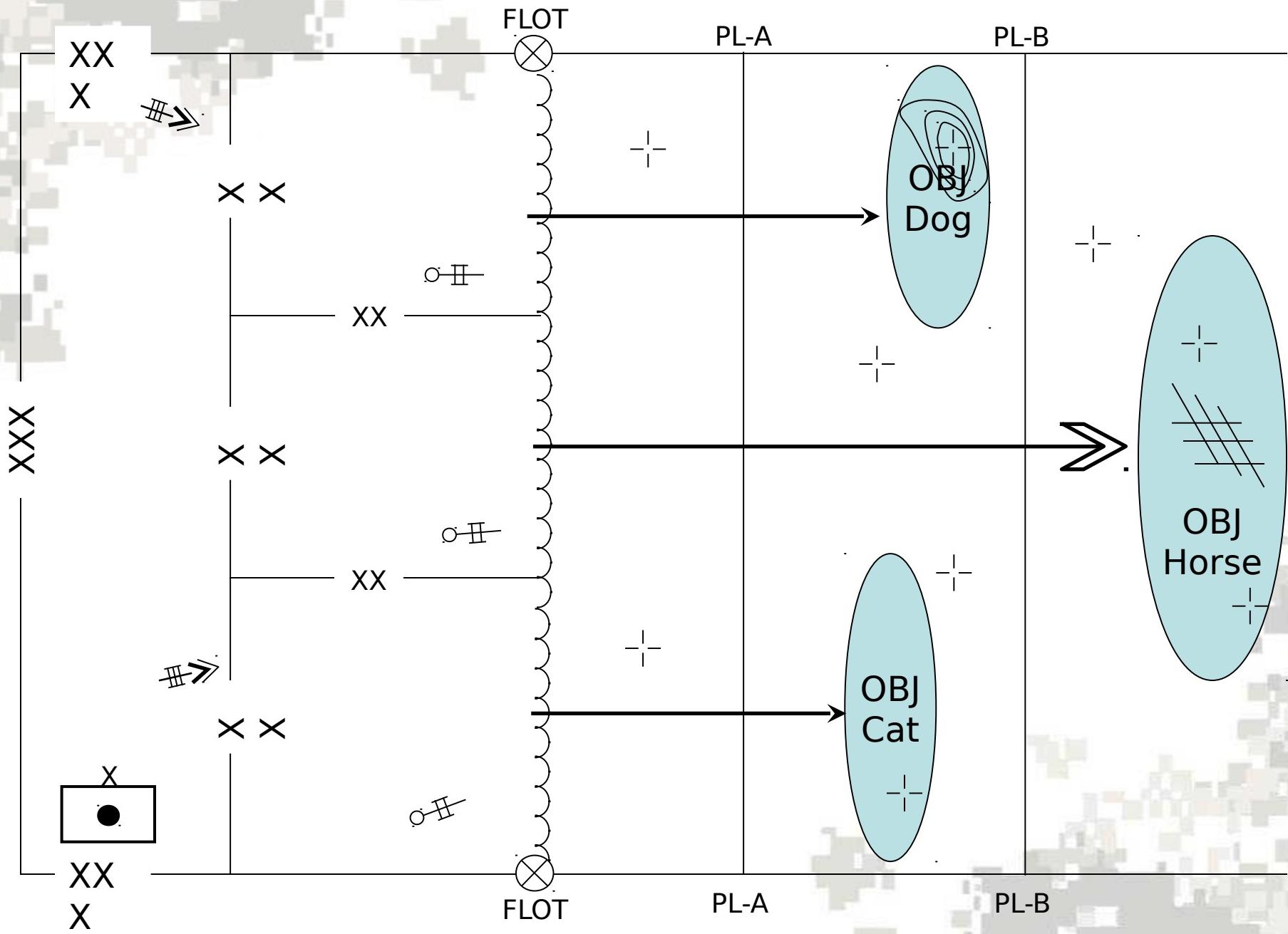
Veterans Organizations

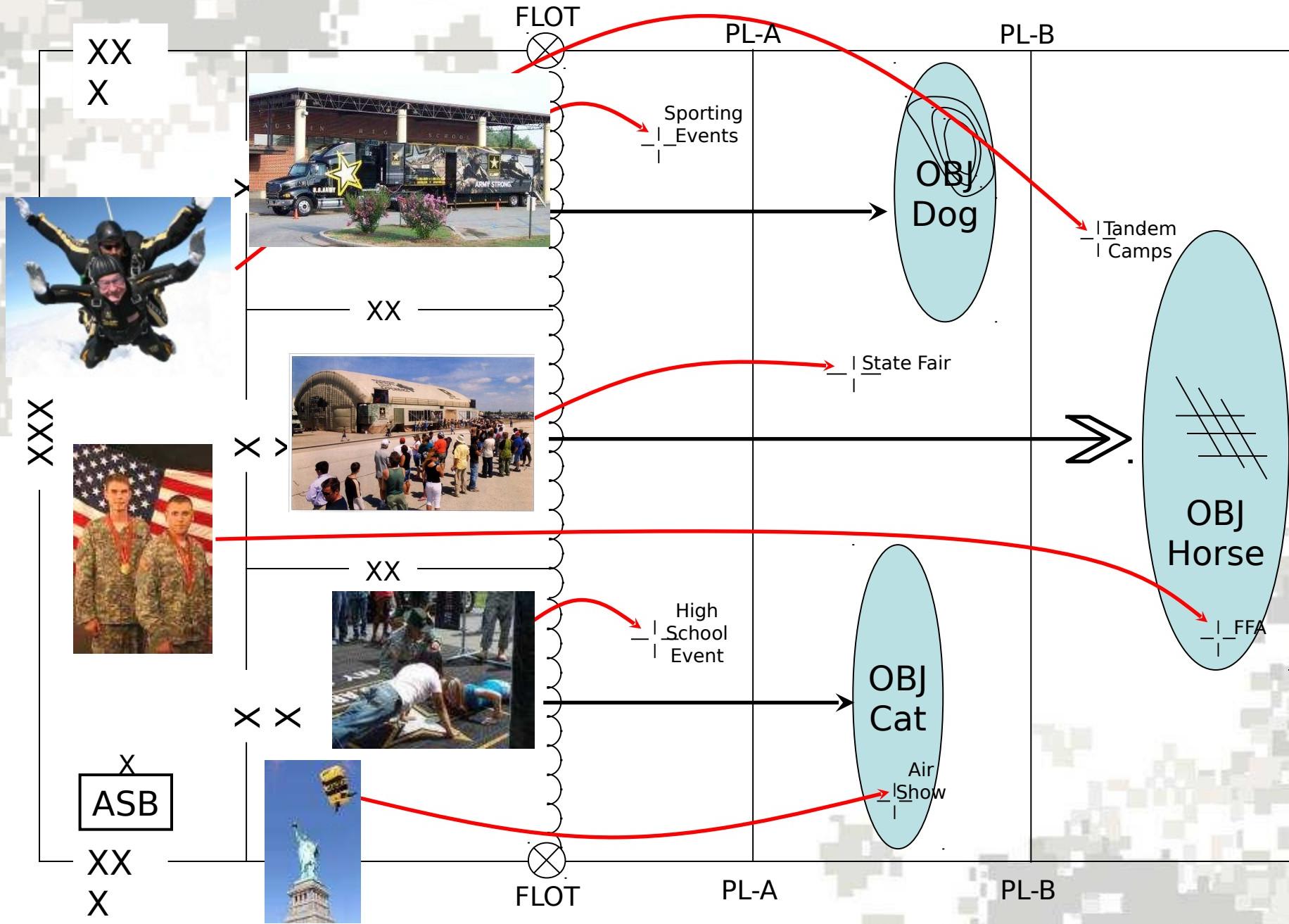
Silver Wings

101st ABN Parachute Team

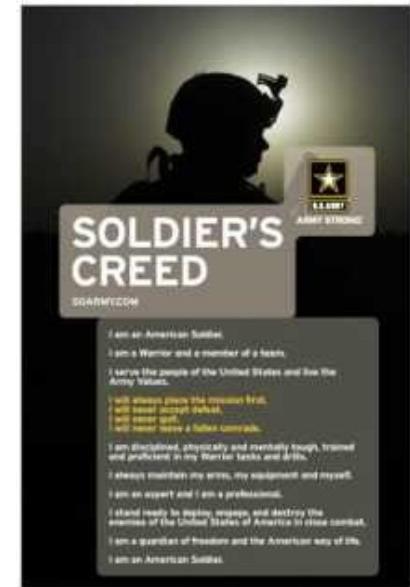
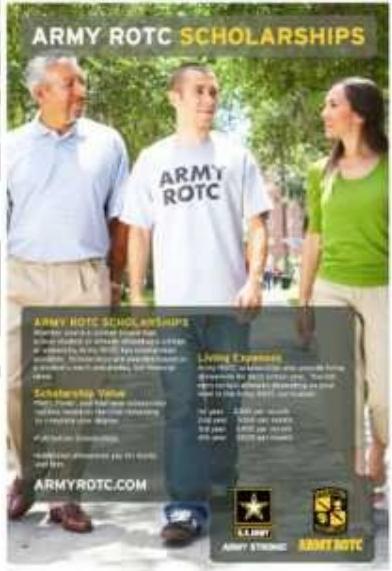
Black Daggers

ANG Assets





Managed Unit Product Account (MUPA)



Accession Distribution Center

- Support USAREC, USACC, and OCAR through online Intranet ordering system for Recruiting Publicity Items (RPI), Personal Presentation Items (PPI), and Milestone Recognition Items (MRI)
- Stock over 570 items
- Process over 26,100 orders annually
- Support over 9,200 customers
- Process over 9,600 Future Soldier Kits to MEP State

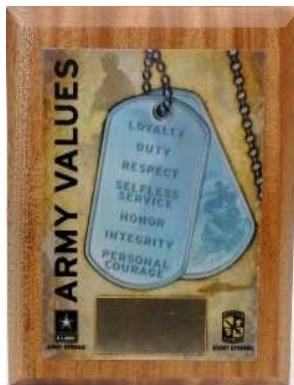


Over 155,000
boxes shipped
annually



Awards

- **FY09: USAREC 8760**
- **USAAC 4977**
- **Ft. Jackson 720**
- **Items branded specifically for Units, Battalion, and Company level**



ASB - Overview Summary '09

MSBn

Special Purpose Facility

- Cost: \$1,530,788.00
- Items Produced / Repaired:

27,174

National Conventions Division

- Events Supported: 94
- Cost: \$1,068,719.13
- Leads/Assists: 13,076
- Cost per Lead: \$81.73

Mobile Exhibit Company

- Events Supported:
1,589
- Cost:
\$1,372,578.45
- Leads: 40,864
- Cost per Lead:
\$33.59

National Science Center

- Elementary Schools: 84
- Middle Schools: 53
- High Schools: 24
- Cost: \$165,431.98
- Over 39K Students

Drill Sergeant Exhibitor Prog

- 301 Events
 - 57 National Strategic
 - 63 Regional / Local / Future Soldier
 - 181 Events in High Schools
- \$257,468.76 (avg \$855.37 per Event)
- Multiple Live Radio / TV Interviews
- Increased ROI, Lead Generation for All Venues
- Enhances Recruiter Access in Local Schools

ASB - Overview Summary '09 (co

AMU

93 Marksmanship Competitions within CONUS

Demonstrations/Clinics/Competitions

- 11 Junior Clinics/Competitions
- 6 Open Clinics/Competitions
- 4 Future Soldier/Cadet

Demonstrations

- 1 All American Bowl

8 Conventions/Expos/Shows/Fairs

TSDs

- 19 High School TSDs
- 4 College TSDs

11 COI Tours of AMU facilities

Media Exposure

- 4 Episodes on The Outdoor Channel's Shooting USA
- 6 Pro-tips mini-episodes on Shooting USA

APT

Demonstrations

- 68 Demonstrations
- 20 High School / University

TSDs

Tandem Camps

- 10 Tandem Camps
- 225 COIs

Competitions

- 14 Competitions
- World
 - 5 Silver Medals
 - 6 Bronze Medals
- National
 - 6 Gold Medals
 - 13 Silver Medals
 - 9 Bronze Medals

ROI

- 223M Impressions
- 558 Future Soldiers
- 9,070 Leads

QUESTIONS ?